

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang diterapkan Gol D Barber dalam meningkatkan loyalitas pelanggan dengan menggunakan pendekatan Integrated Marketing Communication (IMC). Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa Gol D Barber mengintegrasikan lima elemen utama IMC, yaitu advertising, sales promotion, public relations, personal selling, dan direct marketing, yang diimplementasikan secara konsisten baik melalui media sosial maupun interaksi langsung dengan pelanggan. Iklan digital dirancang untuk mencerminkan pengalaman layanan nyata, promosi penjualan difokuskan pada keterikatan jangka panjang, hubungan masyarakat dibangun melalui citra positif, penjualan personal dilakukan dengan pendekatan emosional, serta pemasaran langsung dikembangkan secara relevan dan personal. Keseluruhan strategi tersebut terbukti mampu membangun kepercayaan, kepuasan, serta ikatan emosional sehingga menciptakan loyalitas pelanggan yang berkelanjutan.

Kata Kunci: Komunikasi Pemasaran, Integrated Marketing Communication (IMC), Loyalitas Pelanggan, Barbershop, Gol D Barber

ABSTRACT

This research aims to explore the marketing communication strategies implemented by Gol D Barber in enhancing customer loyalty through the Integrated Marketing Communication (IMC) approach. The study employed a qualitative method using observation, interviews, and documentation. The findings reveal that Gol D Barber integrates five key elements of IMC advertising, sales promotion, public relations, personal selling, and direct marketing consistently applied through both social media and direct customer interactions. Digital advertising is designed to reflect the actual service experience, sales promotions are focused on fostering long term engagement, public relations emphasize building a positive image, personal selling involves emotional approaches, and direct marketing is developed in a relevant and personalized manner. Altogether, these strategies successfully build trust, satisfaction, and emotional bonds, thereby creating sustainable customer loyalty.

Keywords: *Marketing Communication, Integrated Marketing Communication (IMC), Customer Loyalty, Barbershop, Gol D Barber*